

"It DOES taste good in a pipe!"

HANDY SEAL-TIGHT POUCH - 15¢
1/2-LB. "LOK-TOP" TOBACCO - 50¢
also packed in Pocket Tins

GROWN IN SUNNY SOUTHERN ONTARIO

Building An Industry

All indications point to the probability that this summer will see a marked increase in traffic on the highways and probably on some of the more important municipal roads in Western Canada.

The origin of this increased traffic will be partly local due to improved crop conditions in many parts of the prairie provinces last year, coupled with the prospect of better prices for wheat and other grains should the war continue and the Allies be able to keep the oceanways open for their needed supplies of foodstuffs, munitions and other requisitions for warfare.

The other factor making for this prospective increase in traffic on Western Canadian highways this summer is the probability of a substantially augmented number of visitors from the United States on holiday bent and in all likelihood this source will provide for the major increase.

In addition to the American tourists who would have spent their vacation in this country in the ordinary course of events, Canada is likely to play host to a large number of the more wealthy residents of the United States who are accustomed to holidaying in Europe and whose summer playgrounds are cut off by the war. Their vacation ground is now practically confined to this continent. Some, no doubt, will go to Mexico or the West Indies, but, if the war spreads, the majority will feel safer in Central and Western Canada than anywhere else, except in their own country.

If this premise is sound, many new faces from south of the international border will be seen in Western Canada, and the present time appears to afford an excellent opportunity to Western Canadians to cement the friendship which exists between the two countries and to lay the foundation for an enhanced tourist trade for future years.

Solidity Friendship

If this traffic is to be encouraged not only for this but in future years it is essential that everything possible be done to ensure the comfort and convenience of those who make Western Canada their holiday playground, and every possible means should be adopted to dispel the erroneous notion which has been circulated south of the border that wartime measures derived from submarines and mines, higher food prices, income restrictions and ports of entry and within the country, such as for instance as prohibition of export of goods and services, and the general situation in the United States government has already announced that none of these risks and impediments exist or will exist, but a bare announcement is not sufficient. The information must be conveyed to the potential visitor and every Western Canadian who has the sense should do his part in seeing that this information is as widely circulated as possible in the neighboring country.

If this traffic is to be built on a solid foundation now, when the opportunity is available and if good will is to be created and cemented, it is essential that the American visitor to Western Canada this summer secure the full face value of his dollar while purchasing commodities and buying services on his vacation trip. Every Canadian who fails to give the incoming tourist the full premium which the United States dollar enjoys under international exchange rates is doing a disservice to his own country and is adopting a short sighted policy.

In view of the future, as well as the immediate present, importance of the tourist industry special efforts should be made this summer to maintain the highways and major municipal roads of the country in as high a state of efficiency as finances will permit. While war expenditures, of course, have the right of way, as much as possible should be done to construct the roads. If this country is to make the most of the advantages of the tourist industry, the United States who has the present situation, that entails the necessity of seeing to it that every dollar spent on road construction or road maintenance does a full dollar's worth of work.

Courtesy Is Important

Apart from these essentials to the promotion of this growing industry courtesy is not the least important consideration if we are to secure and retain the goodwill of the customers. This implies not only courtesy in the conduct of transactions with the country's guests, which is naturally to be expected, but also courtesy on the road. The rules of the road should be strictly complied with for they, themselves are based on the spirit of courtesy and commonsense.

The driver who hogs more than his share of the road, who cuts in on the tail of others, who passes others on hills and curves at excessive speeds, violates the laws of courtesy and commonsense and is doing his share to drive away a flourishing trade as well as being a danger to himself and his own countrymen.

A study of highway accidents in the United States by the Travelers Insurance Company of Hartford, Conn., reveals the truth of the statement that virtually all highway accidents are due to the negligence of those involved. Of the accidents studied it was found that the weather was clear in 86.7 per cent. of the cases and the pavement dry in 79.6 per cent. Of the drivers involved 93.7 per cent. had more than a year's experience and 93.4 per cent. were men. Ninety three per cent. of the cars were in good condition and 44.5 per cent. were driving on straight open stretches when the tragedy struck. The figures dispel of practically all the usual alibis for accident causes and leave the driver culpable.

Right Man For Job

In a despatch from London appearing in the Christian Science Monitor, Mallory Brown says few informed people in London today question that Mr. Winston Churchill is the right man to have on the bridge in war time. He is credited with being fertile in ideas and full of initiative as well as with unquestioned success in the building up of the building of new fighting ships.

British railways serve 9,600,000 miles annually, with 250,000 pieces of crockery being broken.

WHY HAVE
SORE
FEET?

JUST RUB IN
MINARD'S
"KING OF PAIN"
MINIMENT

Safety Always Waiting

Ready To Ride If Careless Driver

Most people who drive cars are fond of saying in their own screaming funny way that they always like to keep one foot on the ground—meaning to say that they won't fly.

Yet all the commercial flying services in United States carrying thousands of passengers over millions of miles, without a single loss of life.

Flying people make a business and science of safety. Motorists have made neither one yet, although automobile engineers have given them every safety device it is possible to cram aboard a four-wheeled chassis.

Yet it is still a hitch-hiker with its thumb out, beckoning a ride. When are motorists going to get wise to themselves and take him about it.—Vancouver Sun

About 40 pounds of fish are consumed by a sea lion daily.

Codfish are used as a medium of exchange in Iceland.

Open Leave Club Again

Australian Serving In Last War Was First To Register.

The moving spirit of the "Leave Club," as during the first Great War, is Lady Guggisberg—wife of Sir Gordon Guggisberg, who was Governor and commander-in-chief of the Gold Coast. Lady Guggisberg, formerly a well-known actress, founder of innumerable women's services during the last war, will be remembered among the Canadian returned men as Miss Decima Moore. She is still Miss Moore to the troops and to-day she welcomes to the Leave Club the son of many a soldier who stayed there 23 years ago.

"I was quite touched when we opened to discover that the first soldier to register was an Australian whom we had during the last war," said Lady Guggisberg. "Of course the Canadians have not begun to come yet except a few members of the R.A.F., but this will be one of their first steps in registration for as long as they wish to use it." She smiled a little and added, "You can tell their mothers that we'll look after them."

Inside the door and along the long wide staircase—the atmosphere is entirely British. Flags and signs in English; here a warning: "A lovely girl—an idle word—a comrade lost—and Hitler served." Soft English voices, the smell of good tobacco and a boyish voice humming, "Odette, you bet, you're gonna be a miner."

At little tables in the writing room or their sitting letters home or with heads together poring over the plan of Paris. In another room the room several boys with coats off and sleeves rolled up are sorting cigarettes to hang up on the Saturday night dance. Girls from English, Canadian and other "colonies" of Paris are invited. Each girl must wear a "cane" of white smoke before she is admitted to the floor of the magnificent ballroom.

In this way we have solved the problem of clothes and it puts the boys completely at their ease," said Lady Guggisberg who sets the example herself. Soldier or officer, they find the girls all on the same footing—there is no sign of riches or poverty and this saves much embarrassment while it contributes to the good time.

SELECTED RECIPES

BUTTERSCOTCH SAUCE

1 cup Bee Hive Golden or White Sugar
1 cup white sugar
1/2 cup butter
3 tablespoons butter
1 teaspoon salt
Put all ingredients in top of double boiler and cook 10 minutes on low power, stirring occasionally. This is very smooth and delicious over corn starch, custard, puddings or ice cream. Keeps well in cool place. Makes 1/2 gallon.

STRAWBERRY JELL-O TARTS

Drain Strawberry Jell-O in hot water. Chill until slightly thickened. Then fold in sweetened strawberries. Turn into cold baked tart shells. Chill. Serve with whipped cream. Delicious. Flavor combinations of Jell-O with fruits, use sweetened condensed milk, or add raspberries or sweetened raspberries and Raspberry Jell-O.

Hitler Declaration

Would Give Britain The World If He Could Have Europe

Harold Nicholson, member of parliament, told this story of Adolf Hitler in a radio broadcast from London.

"Hitler once told a friend of mine his stated desire was to have his soul in a high conversation with an Englishman."

"My friend asked, 'What would you say?'"

"Hitler extended his arms toward the Berchtesgaden mountains and replied, 'I would say to him, give me Europe and I'll give them the rest of the world.'"

"My friend said, 'But Britain would simply loathe being given the rest of the world. They have enough trouble of their own.'"

"Hitler replied angrily, 'I should force them to take it.'"

Large Merchant Fleet

One of the world's greatest fleets of merchant vessels—more than 4,000 Norwegian and Danish ships aggregating approximately 6,000,000 gross tons—was driven out of active commerce when war suddenly shifted to Scandinavia. This developed as orders went out to the vessels to seek safety in neutral harbors the world over.

Meteorite rain had fallen from the sky was used in making weapons long ago, before man knew how to make his own iron.

One Of Oldest Games

Marbles Played By Egyptians And Chinese Many Centuries Ago

We thought the game of marbles was as ancient as the dodo. Leastways we have not seen schoolboys "knocking down" on the sidewalks for many a year. Yet in nearby Michigan it seems to be flourishing. A Detroit newspaper is sponsoring a tournament and has zoned the entire State for preliminary rounds, leading to a grand championship some weeks later.

The game of marbles is one of the oldest in the world. It was played by the ancient Egyptians, the Chinese and the natives of India. Saxony used to be the world centre for the making of marbles. The marbles which were placed in the ring were made of baked red clay and the "knucklers" were made of slate or some other hard, smooth mineral. In our boyhood days, soft-drink bottles had round glass pieces for stoppers which were pushed in when one wanted to pour out the contents. Many a bottle was never returned because the boys of the household used to break them in order to extract the "glassie" to play marbles with. There is a little, old-fashioned English village about this time of the year, a "world's championship" marbles contest has been staged for many a year. For a number of years past the competitors have been old men, some up in the eighties.

The hand of the modern boy seems to prefer to grasp a steering wheel.—St. Thomas Times-Journal.

For Stricken Poland

Red Cross Sends Funds To Assist In Polish Relief

The following letter is of interest to Polish readers all over Canada. It is one more instance of how the Red Cross can and does help to do things in the war-ridden countries which can be done by no other agency.

Mr. Victor Sifton, president, Manitoba Branch, Canadian Red Cross, Winnipeg, Manitoba.

Dear Mr. Sifton: We are herewith enclosing a cheque for six hundred dollars (\$600.00), which amount was mailed to us from Montreal, with the instructions to transmit same to Mr. Jan Stanczyk, the minister of labor and social welfare in the Polish government at Angers, France.

The detailed instructions as to how this money shall be used by the Polish government is contained in the letter of the donors, a copy of which (in Polish) we are herewith enclosing.

Thanking you for your former kindness in various matters brought before you, we hope you will grant us similar kindness in this matter also.

Yours very truly,

Dr. P. Sedzicki, President, Polish national relief and defence committee in Canada.

The cheque has been turned over to Dr. Robert Fletcher, acting commissioner of the Red Cross.

It is a long way from Dublin to Tokyo, but one of the most popular foreign dishes in Japan is corned beef and cabbage.

Mr. Caffeine-Nerves Jumps Off



Why does the Boss always give me the tough jobs? He knows my nerves are bad!

MR. CAFFEINE-NERVES: And don't let him give you the old "high-living" hokey!



BOB: I found out that too much caffeine made me feel just like you! Why don't you cut out tea and coffee for awhile and try Postum?



MR. CAFFEINE-NERVES: I'm out! It's no place for me when they switch to Postum.

MR. CAFFEINE-NERVES: I'm out! It's no place for me when they switch to Postum.

Many people can safely drink tea and coffee. Many others—and all children—should never drink them. If you are one of these, try Postum's today tea. By Postum and drink it instead of tea and coffee every month. Then, if you do not feel better, return the container to General Foods, Limited, Cobourg, Ontario, and we'll gladly refund full purchase price, plus postage. Postum is delicious, economical, easy to prepare, and contains no caffeine.



Prevent Wool Shrinkage

Australia Has Found New Method That Has Proven Successful

A new method of making wool unshrinkable has been discovered at the McMaster Laboratory in New South Wales and has already been proved successful in large scale tests.

A statement by the Australian wool board said that the wool can be put under the new process for about six cents per pound. Its other advantages are the simplicity of the process, low initial cost for the necessary plant and the absence of any obnoxious odors or fumes.

The statement said it is believed that the processes will widen considerably the market for wool, which has suffered from the public's fear of shrinkage. It added that other methods of making wool unshrinkable have been evolved in England, but the Australian process promises to be the most effective.

Canada Sells Most Wheat

Canada is still selling more wheat than any other country in the world, with 37 per cent. of the total movement into international trade. Australia and the United States are slipping while the Danube Basin is merely holding its own. Our backlog of wheat reserves may play an important part in this war as it did in the last.

Canal hair brushes are composed of the hair from the tails of Russian squirrels.

Nature requires between 400 to 1,000 years to replace one inch of topsoil.

WEARY DESPONDENT GIRLS: Crying spells, irritable nerves due to functional weakness of the system.

Lydia E. Pinkham's VEGETABLE COMPOUND

COOKING SCHOOL

... YOUR FOOD BILLS WILL BE LESS IF YOU USE MORE PARA-SANI

Food and money-saving Para-Sani Heavy Waxed Paper is in daily use in countless kitchens. Made by Appleford Paper Products Limited.

Heavy WAXED PAPER

MADE IN CANADA

Appleford Paper Products Ltd. WAREHOUSES AT WINNIPEG - REGINA - SASKATOON - CALGARY - EDMONTON



The NEW Ma
SOLD BY IMPERIAL OIL AGENTS AND

This new oil will save you money on this summer's operations. You'll save oil. You'll save upkeep costs. You'll get more power from the fuel you use. Ask your Imperial Oil agent about the New Marvelube.

JOHN C. BUCKLEY, convenor.

Passenger to negro porter while on train for Gleichen: "What time do we get to Gleichen George?" Porter: "We is due to get there at 9.4 unless you has set your watch faster time, which would make it 10.40 then, of co'se, if you is goin' by daylight savings time, it would be 11.40 unless we is an hour an' fifty minutes late—which we is."

Technocrats may be recognized by the Monad emblem which they wear. Greater and greater numbers are now recognized by the Technocracy grey service dress in which they conduct the business of the organization. The mails of America carry a greater and greater volume of the familiar grey, vermillion-lettered stationery of the organization. Ford cars are

have the factory painted Techno-
gray as one of the optional
colors. Members carry the Monad
insignia inscribed on their car doors
and on the rear. Activities of the
organization include education, re-
search, and the training of writers
and speakers. The Technocracy study
course, a brief treatment of science
and technology, is available in book
form. It is not only available in your

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